

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CREATIVE, INC.

Ad No. 121-Cat-Ret. No. 12056-Pages 6 color, Black & White 11 1/2 inches-Family Group, 1976 (A)

Printed in U.S.A.

*The thoughtful choice  
in low-tar smoking.*



# The low-tar cigarette with the recessed tip.



Most low-tar cigarettes  
are flush-tipped. So tar  
buildup is flat against your lips.

But Parliament has the recessed tip.  
That means tar buildup never touches your  
lips. All you get is that neat, clean taste.

So if you're trying to find a low-tar  
cigarette that tastes good, why not  
choose the one with the difference.  
Parliament with the recessed tip.

## Parliament

Box: 11 mg "tar," 0.8 mg nicotine—  
Kings; 10 mg "tar," 0.7 mg nicotine  
av. per cigarette, FTC Report Nov. 75

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

